

TECHINCAL DATA NOTES CONTINUED

Ayrsley Commercial Signage Criteria

The intent of this signage criteria package is to modify Chapter 13 of the Charlotte Zoning Ordinance. As per Section 13.110, **Creation of Special Signage Regulations**, Ayrsley is seeking approval of its own signage criteria to help establish itself as a premier Entertainment and Corporate Planned Community. Ayrsley meets the criteria outlined in Section 13.110(2) to Qualify for the Planned Development Flexibility Option for signage.

For the purposes of modifying the allowable MUDD signage criteria, the petitioner is seeking flexibility in the Entertainment District and Corporate District as outlined on Sheet A-1 (01 Reasoning Plan). The two Districts seeking flexibility are delineated with hatching and cross-hatching and referred to as "Entertainment Mixed-Use Signage District" and "Interstate/Office/Hotel/Retail Mixed-Use District". For the purpose of this signage criterion, they will be referred to as Entertainment District (ED) and Corporate District (CD).

Entertainment District (ED)

The Entertainment District of Ayrsley is located in the Northwest quadrant and has frontage on South Tryon St. (US Hwy 49) and Interstate 485. Many of the businesses will require good visibility and signage opportunities from both vehicular arteries in order to be sustainable. As it is the intent of Ayrsley to give the appearance of being built over a period of time, the various buildings strive to have differing architectural styles, characters and personalities. The petitioner is seeking the same flexibility in signage packages. Even though there will be strict cohesion in any street signage, directional signs or decorative banners, each individual building will have its own signage package, reflecting the character of the specific building. Each building will adhere to the overall criteria outlined in this section in terms of number of signs, size, location and lighting. An exciting signage system will identify Ayrsley and the tenants as a signature urban retail/entertainment venue and create a sense of place.

Allowable signage types in the ED include all detached and attached signs permitted under Chapter 13 including and/or in addition to projecting signs. Permitted signage types include all signs permitted under Chapter 13 and/or the following and shall be internal to the development, and to the theater area facing South Tryon Street and the entrance ramp to I-485 adjacent to the theater area and to the Ayrsley Town Boulevard at South Tryon Street. The change interval for these signs will be eight (8) seconds or greater:

- Computer programmable LED Systems with full color, full matrix display.
- Full color outdoor video display.
- Blade signs.
- Decorative signs.
- Fabricated letters, symbols and/or logos.
- Message centers including ticker tape type moving messages.
- Signs with moveable parts.
- Marquee signs.
- Movie posters, signs and/or banners.
- Changeable copy signs.
- Movie type projected images from either direct projection or rear screen projection.
- Digitally printed vinyl signs wrapped around a supporting structure.
- Murals/artwork.

Corporate District (CD)

The Corporate District of Ayrsley is located in the Northeast quadrant of Ayrsley and has over 1,600 linear feet of frontage on Interstate 485. Many businesses attracted to the CD will require good visibility and ample signage opportunities. Flexibility in signage will be necessary to sustain this District, even though the petitioner is seeking less variations from Chapter 13 than in the ED. This District will continue the Vision of building with different styles, characters and personalities but will be more corporate in nature. The CD will be composed of mid-rise office structures, hotels, parking structures, dense residential and retail. Each building will have a signage package to further restrict the allowable signage and preserve the character of the individual building. An exciting signage system will identify the Ayrsley Corporate District as a signature corporate venue and create a sense of place. The ground mounted sign C change interval will be eight (8) seconds or greater:

Permitted signage types in the CD include all signs permitted under Chapter 13 and/or the following:

- Computer programmable LED Systems with full color, full matrix display.
- Blade signs.
- Decorative signs.
- Fabricated letters, symbols and/or logos.
- Message centers including ticker tape type moving messages.
- Signs with moveable parts.
- Movie type projected images from either direct projection or rear screen projection.
- Murals/artwork.

1) The following Matrix outlines allowable signage for each District and depending on frontages.

ENTERTAINMENT DISTRICT	Maximum Height of Signage	Max allowable wall signage area/ tenant
0 - 5,000 sq. ft.	24"	30 sq. ft.
5,000 - 15,000 sq. ft.	30"	50 sq. ft.
15,000 - 40,000 sq. ft.	36"	100 sq. ft.
Over 40,000 sq. ft.	48"	200 sq. ft.

CORPORATE DISTRICT	Maximum Height of Signage	Max allowable wall signage area/ tenant
<i>Internal Streets:</i>		
0 - 5,000 sq. ft.	18"	25 sq. ft.
5,000 - 15,000 sq. ft.	24"	30 sq. ft.
15,000 - 40,000 sq. ft.	30"	40 sq. ft.
Over 40,000 sq. ft.	36"	55 sq. ft.
<i>Interstate 485 Frontage:</i>		
0 - 5,000 sq. ft.	30"	50 sq. ft.
5,000 - 15,000 sq. ft.	36"	75 sq. ft.
15,000 - 40,000 sq. ft.	42"	100 sq. ft.
Over 40,000 sq. ft.	48"	200 sq. ft.

DETACHED SIGNS	Maximum Height of Signage	Max allowable signage area
Total	30'	150 sq. ft.
LED Portion		100 sq. ft.

GENERAL NOTES:

This rezoning submittal supersedes any previously approved sign flexibility options.

Proposed regulations for this rezoning under MUDD Optional for Ayrsley are in bold lettering and clouded.

\* In Lieu of a wall sign as allowed in the previous chart a tenant may substitute a 100 square foot blade sign.

2) In No case shall the signage exceed 10% of the exterior wall surface.

3) Wall signage may be located on any exterior building wall and/or any interior atrium/gallery/arcade wall.

4) Wall signage may not project above the building parapet, but may be located on any architectural feature such as a tower, spire or any other three dimensional architectural element.

5) Window signage shall not be calculated as part of the maximum allowable signage area.

6) Signage on awnings or canopies will be calculated as part of the maximum allowable signage area.

7) All signs may be internally or externally lit by any means and at any times.

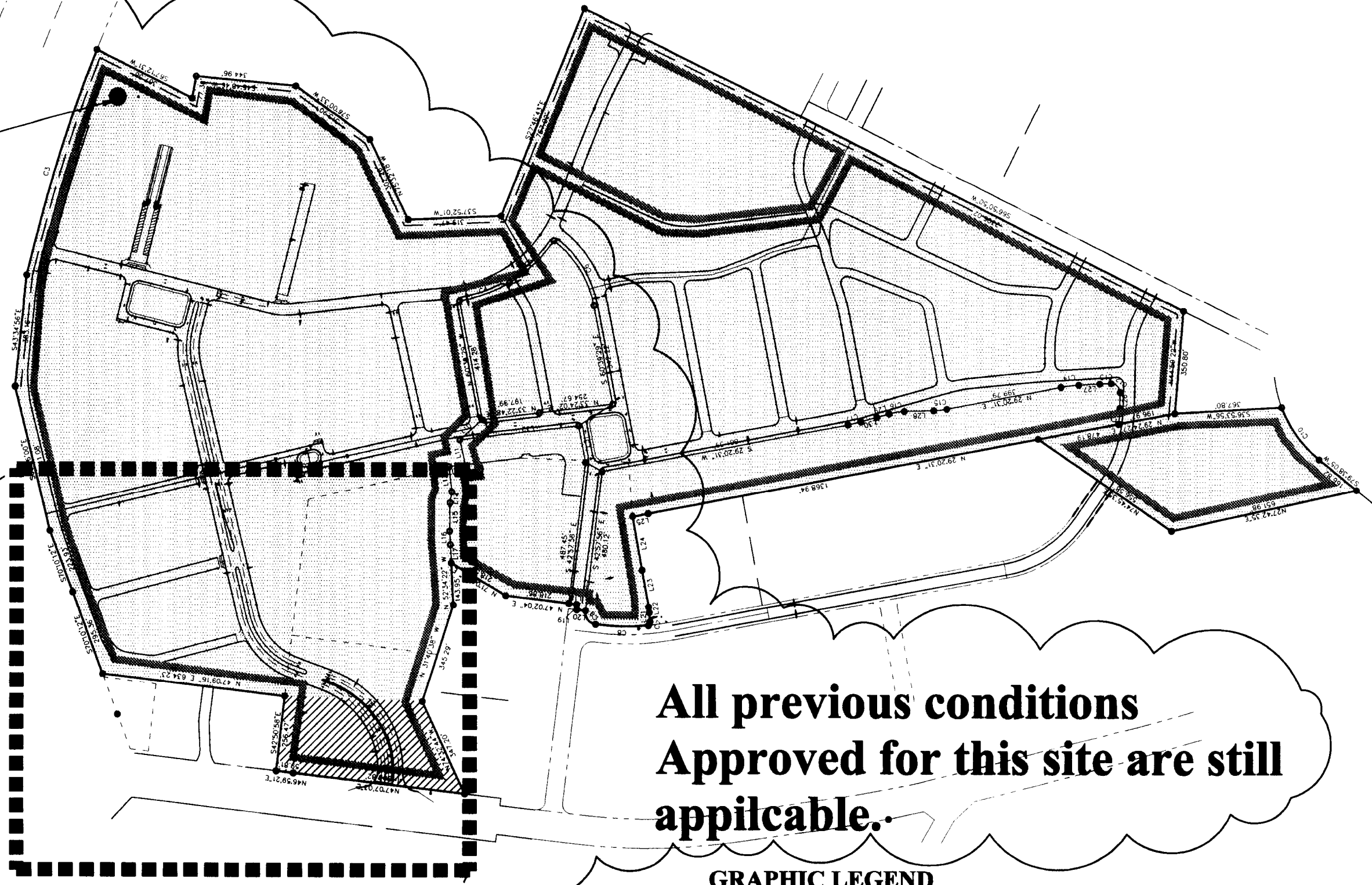
8) Artwork, such as but not limited to murals, may be painted directly onto the building facades.

9) Although building or site lighting is not considered signage under the Ordinance, these provisions recognize that lighting will be a key design element of the project. Any type of lighting, such as but not limited to accent lighting, Tivoli type lighting, neon lights, flashing lights, colored lights, attached lighting, major or minor projecting lighting, light beams of any color and lamp post lighting may be utilized in the ED. Any lighting on the Site shall not be calculated as part of the maximum allowable wall signage area noted above.

(b) **Parking Deck Designs.** Architectural treatment and design features associated with structured parking facilities located within the I-485 Retail Mixed Use Village and the Office Mixed Use Village may vary from the standards of the Ordinance for such facilities provided that such treatment and design substantially allows clear views into the deck from various on grade or above grade locations to promote safety for the deck users by making the users visible to others. This will entail lower height opaque horizontal structural panels and the possible use of decorative measures that create a pleasing but safety oriented facade. (See Sheet A2.1 and A2.2)

SEE ATTACHED CONTINUATION SHEET FOR ENTITLEMENTS AND COMPLETED ENTITLEMENTS.

Approved Ground Mounted Sign C with proposed change



All previous conditions Approved for this site are still applicable.

GRAPHIC LEGEND

- Village Boundary
- Areas not included in this Rezoning
- Entertainment Mixed Use Signage District (Area of Site Plan Amendment)
- External Signage Allowed for Entertainment Mixed Use Signage District and Ayrsley Entrance

Signage Notes:

Signs indicated are computer programmable LED system with full color matrix display - Each side of Ayrsley Town Boulevard at South Tryon St. on the building facades. - See Exhibit A for detail as a part of Technical Data

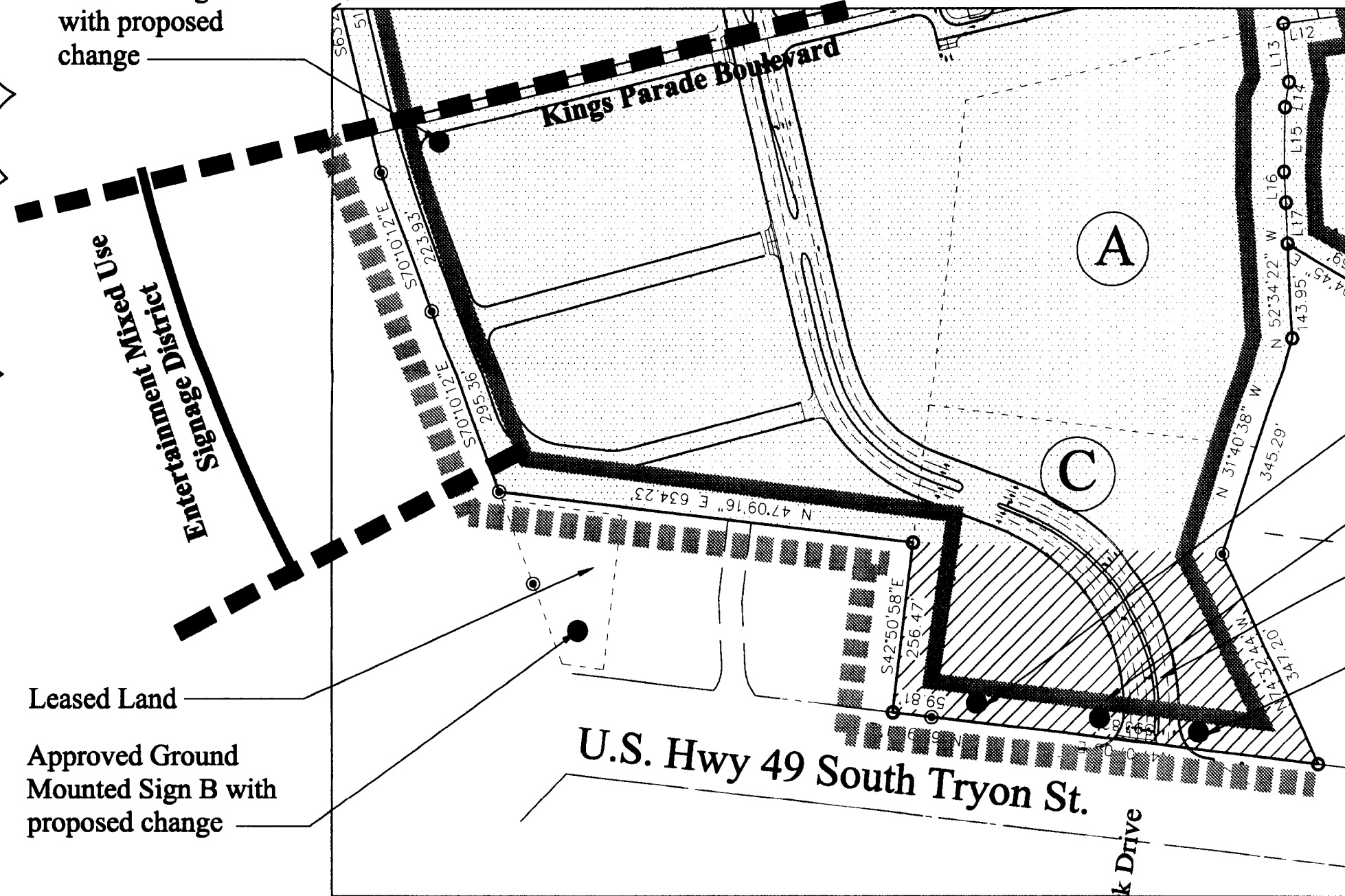
Proposed

- Building Mounted Sign H : LED w/ change interval of 8 seconds or greater.
- Building Mounted Sign J : LED w/ change interval of 8 seconds or greater. Total area shall be up to 100 square feet

Proposed changes to Previously approved signs

- Ground Mounted Sign C : LED w/ area of 100 square feet and change interval of 8 seconds or greater.
- Ground Mounted Sign G : LED w/ area of 50 square feet and change interval of 8 seconds or greater.
- Ground Mounted Sign F : LED w/ area of 100 square feet and change interval of 8 seconds or greater. Static Sign shall be 100 square feet
- Ground Mounted Sign B : LED w/ area of 100 square feet and change interval of 8 seconds or greater.

Approved Ground Mounted Sign F with proposed change

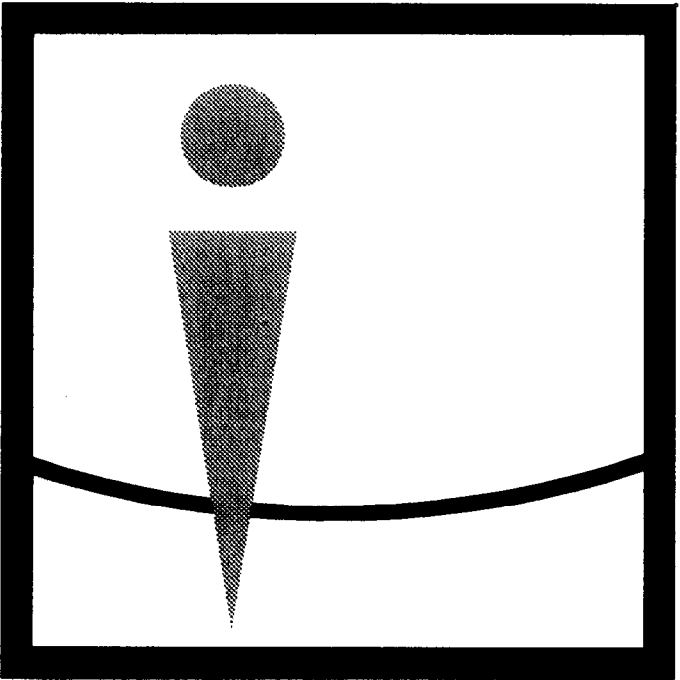
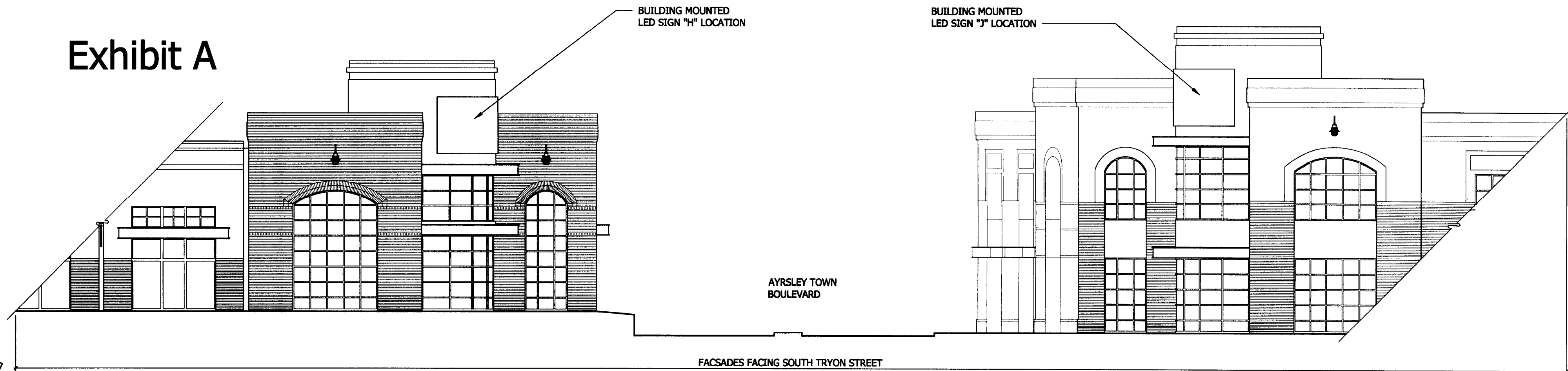


Leased Land

Approved Ground Mounted Sign B with proposed change

- Approved Ground Mounted Sign G with proposed change
- Proposed Building Mounted Sign H
- Ayrsley Boulevard Sign DELETED
- Proposed Building Mounted Sign J

Exhibit A



Overcash Demmitt Architects

2010 south tryon street suite 1a  
charlotte north carolina 28203  
voice • 7 0 4 . 3 3 2 . 1 6 1 5  
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Ayrsley

New Urban Mixed Use Community

2008 - 076  
CHARLOTTE, NORTH CAROLINA

REZONING SUBMITTAL	: 02/21/08
REZONING SUBMITTAL	: 04/21/08
REZONING SUBMITTAL	: 07/18/08
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FOR PUBLIC HEARING  
PETITION NUMBER  
2008 -076

A-2b